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Filing date: **04/24/2009**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91177301
Party	Plaintiff Cake Divas
Correspondence Address	Anthony M. Keats, Esq. Keats, McFarland & Wilson LLP 9720 Wilshire Boulevard, Penthouse Suite Beverly Hills, CA 90212 UNITED STATES kgatien@kmwlaw.com, dorme@kmwlaw.com, akeats@kmwlaw.com
Submission	Plaintiff's Notice of Reliance
Filer's Name	Konrad K. Gatien
Filer's e-mail	kgatien@kmwlaw.com, mklafter@kmwlaw.com
Signature	/kkg/
Date	04/24/2009
Attachments	Notice of Reliance.PDF (106 pages)(5705882 bytes)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the Matter of Application Serial No. 76/529,077
Published in the *Official Gazette* of May 8, 2007

Cake Divas,)	
)	
Opposer,)	Opposition No. 91177301
)	
v.)	
)	
Charmaine V. Jones,)	
)	
Respondent.)	
)	
_____)	

Commissioner for Trademarks
P.O. Box 1451
Alexandria, Virginia 22313-1451

OPPOSER'S NOTICE OF RELIANCE

Opposer, Cake Divas ("Opposer"), hereby gives notice that it offers into evidence and will rely upon the following materials, true and correct copies of which are attached to this Notice.

These materials are relevant to the determination in this proceeding of whether the use by Applicant, Charmaine V. Jones ("Applicant"), of her CAKEDIVA mark (Ser. No. 76/529,077) is likely to cause confusion, mistake or deception as to the source of origin of Opposer's CAKE DIVAS mark (Ser. No. 76/538,360) in violation of the Lanham Act and Trademark Act Section 2d, 15 U.S.C. Section 1052(d) when such marks are used in connection with the goods and services identified in the parties' respective applications.

In addition, these materials are relevant to the determination in this proceeding of the issue of the priority of use of the parties' respective marks.

1. Pursuant to Trademark Rule 2.120(j)(3)(i) and 37 C.F.R. § 2.120(j)(3)(i), Opposer notices its reliance upon Applicant's responses to Interrogatory Numbers 1 and 2 of Opposer's First Set of Interrogatories to Applicant Charmaine V. Jones and the documents referred to therein and made part of the answer, namely, documents identified by Bates Numbers CD000007-16 and CD000026-111 (*see Exhibit 1*).

2. Pursuant to Trademark Rule 122(e) and 37 C.F.R. § 2.122(e), Opposer notices its reliance on documents identified by Bates Numbers CD000121-122, which consist of a Certificate of Trade Name issued by a Clerk of Hudson County, New Jersey, which documents are official records produced by Applicant in response to Opposer's First Set of Requests for Production of Documents and Things to Applicant Charmaine V. Jones (*see Exhibit 2*).

Respectfully submitted,



Dated: April 24, 2009

Konrad K. Gatien
KEATS MCFARLAND & WILSON LLP
Attorneys for Opposer
Cake Divas
9720 Wilshire Blvd., Penthouse Suite
Beverly Hills, CA 90212
Telephone: (310) 248-3830

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

CAKE DIVAS V. JONES

(Opp. No. 91177301)

OPPOSER'S NOTICE OF RELIANCE

EXHIBIT 1

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the Matter of Application Serial No. 76/529,077
Published in the *Official Gazette* of May 8, 2007

Cake Divas,)	
)	Opposition No. 91177301
Opposer,)	
)	
v.)	
)	
Charmaine V. Jones,)	
)	
Applicant)	
<hr/>		

**APPLICANT'S RESPONSES AND OBJECTIONS TO
OPPOSER'S INTERROGATORIES**

Pursuant to Rule 33 of the Federal Rules of Civil Procedure, and Rule 2.120 of the Trademark Rules of Practice, Charmaine V. Jones ("Applicant") responds and objects to the following interrogatories and incorporates herein all of the General Objections set forth in Applicant's responses and objections to Opposer's First Set of Requests for Production of Documents and Things To Charmaine V. Jones.

RESPONSES AND OBJECTIONS TO SPECIFIC INTERROGATORIES

INTERROGATORY NO. 1.:

For Applicant's CAKEDIVA Mark, STATE by Month and year the dates of the first use anywhere in the United States for each of the goods identified in the application.

RESPONSE TO INTERROGATORY NO.1:

Subject to and without waiver of the foregoing General Objections, Applicant responds as follows. Applicant refers to documents containing responsive information

bates labeled CD7-16, 26-111, 115-16, and refers to Trademark Application Serial No. 76529077.

INTERROGATORY NO. 2.:

For Applicant's CAKEDIVA Mark, STATE by month and year the dates of first use in interstate commerce in the United States for each of the good identified in the application.

RESPONSE TO INTERROGATORY NO.2:

Subject to and without waiver of the foregoing General Objections, Applicant responds as follows. Applicant refers to documents containing responsive information bates labeled CD7-16, 26-111, 115-16, and refers to Trademark Application Serial No. 76529077.

INTERROGATORY NO. 3.:

For Applicant's CAKEDIVA Mark, STATE by month and year the dates of first use anywhere in the world for each of the goods identified in the application including the country in which such use occurred.

RESPONSE TO INTERROGATORY NO.3:

Subject to and without waiver of the foregoing General Objections, Applicant responds as follows: Applicant refers to documents containing responsive information bates labeled CD7-16, 26-111, 115-16, and refers to Trademark Application Serial No. 76529077. Applicant further responds that the goods identified in the application have been advertised, promoted, sold and/or distributed internationally, including without limitation in Telford, England in 2001, in Brazil in approximately 2000-01, and in the Caribbean in approximately 1997-98.

INTERROGATORY NO. 4.:

STATE the date the Applicant first began advertising Applicant's CAKEDIVA Mark in the United States on or in connection with the goods listed in the registration for Applicant's CAKEDIVA Mark and for each such advertisement, STATE:

- (a) The name, address or location for each advertising medium used;
- (b) The territory reached by each form of advertising; and
- (c) The date or dates on which each such advertisement or promotional activity occurred.

RESPONSE TO INTERROGATORY NO.4:

Subject to and without waiver of the foregoing General Objections, Applicant responds

as follows: Applicant refers to documents bates stamped CD7-16, 26-111, 115-16, as documents containing responsive information to the foregoing interrogatory.

INTERROGATORY NO. 5.:

STATE all channels of trade in which YOU have distributed Applicant's Goods.

RESPONSE TO INTERROGATORY NO.5:

Subject to and without waiver of the foregoing General Objections, Applicant responds as follows: Applicant refers to documents bates stamped CD7-16, 26-111, 115-16, as documents containing responsive information to the foregoing interrogatory.

INTERROGATORY NO. 6.:

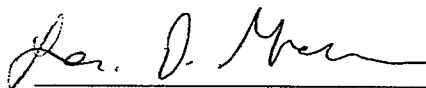
IDENTIFY the geographical areas of distribution of Applicant's Goods.

RESPONSE TO INTERROGATORY NO.6:

Subject to and without waiver of the foregoing General Objections, Applicant responds as follows: Applicant refers to documents bates stamped CD7-16, 26-111, 115-16, which contain responsive information, and further states that the goods have been distributed internationally

October 10, 2008

Respectfully Submitted,



Lori D. Greendorfer
Schiff Hardin LLP
900 Third Avenue, 23rd Floor
New York, NY 10022
Telephone: (212) 745 0814
Facsimile: (212) 753 5044

So Divine

Great Job Batter Up: She's a multilayered angel making the devil's food with a touch of cheesecake, but whether she's baking for the soaps or for real-life dramas, Cakediva always delivers. From Food Arts Magazine, October, 2000

Interviewed by Chris Styler



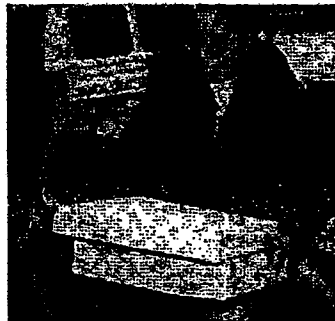
At over six feet tall, not counting the store-bought hair and heels, Cakediva is not a presence you're likely to miss when you stroll through your next bridal show. One look at the statuesque, figure in stiletto heels, gold lamé miniskirt, and blond mega-wig, and you know this ain't your mother's Betty Crocker.

Cakediva-aka-Charmaine Jones-puts the "special" into *Isn't That Special-Outrageous Cakes*, her Hoboken, New Jersey-based company, which produces show stopping cakes in styles like "Extreme", "Afrocentric,"

"Novelty," and "Conceptual." When Jones started the business out of her tiny Manhattan apartment, she didn't have a clear idea of what to expect. What she did have was a master's degree in fine arts from Loyola University, an architect for a father, and a mother with French baking experience. All of which came in handy when she began forging remarkably complex and beautiful cakes that are as much edifice as they are dessert.

As for training that might be more germane to the art of baking showcase cakes, Cakediva took a lot of baking classes to figure out, as she puts it, "what I didn't want to do."

The process of elimination was a long one. It began when Jones, who had promised her, father the above-mentioned degree, delivered the goods, then promptly loaded everything she owned into her car and drove to New York City to pursue modeling. Over the next to years, her new career went well, but try as she might, she couldn't put her mother's baking influence behind her. "I couldn't run



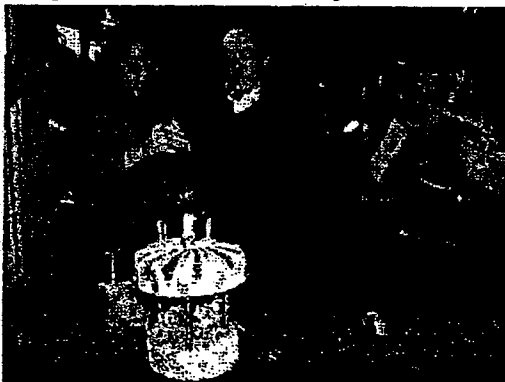
Cakediva arrives at ABC studios and gets busy, lifting the heavy but fragile cake to the transport cart.
Photo by Robert Milazzo

away from cake," says the fated Cakediva.

In the early 1990s, Jones was using her tiny apartment to turn out dramatic cakes-some of which climbed as high as eight feet and was transporting them to her clients in taxicabs. One contact led to another, and, in 1992, she was asked to prepare one of her Afrocentric cakes for a photograph to be included in *Jumping the Broom.- The African-American Wedding Planner* by Harriet Cole. The book, which has gone on to sell approximately 9 million copies, led to Jones' introduction to the fantasy world of soap-opera weddings, birthday celebrations, and showers.

When Jones, an avid fan of "the soaps," saw that Noah and Julia, an African-American couple on ABC's *All My Children*, were engaged, she began pleading her case for preparing their wedding cake. That particular cake took a while to see the light of day'- in true soap fashion, Noah was arrested at the altar before the rites were performed and the vows weren't exchanged until he was able to clear his name. Since then, many of Jones' cakes, accompanied by more or less drama, have appeared on soaps like *All My Children*, *One Life to Live*, and *The City*.

As the business grew and began to take up more of her time, Jones realized she had to either commit to her avocation or ditch it all together. Fate steered her to a friend who knew about some space available in a Hoboken, New Jersey, warehouse. Space was about all there was -just wooden floors badly in need of repair and walls that were half sheet rock, half exposed chicken wire. "Honey, I had *no* money!" Jones recalls. I did those floors myself I'd tear one piece of sandpaper into eight pieces, wrap one piece around each of my knuckles and *go to work!*"



Under the watchful eye of OLT's set designer Roger Moody, Cakediva puts a few finishing touches on the cake.
Photo by Robert Milazzo

Over the course of two weeks-during a snowstorm that virtually stranded her in the new place-Jones managed to transform the floors and browbeat her new landlord into finishing the walls. The finishing touch was to paint a wraparound floor-to-ceiling mural, and her first show room was born. It was around this same time that Cakediva was born.

Jones sometimes found herself spending eight-hour stretches making sugar flowers and working so hard, she recalls, "that I had to have an alter ego or I'd go crazy." During a trip to Los Angeles, while walking down Hollywood Boulevard, "This big, red, Marge Simpson-looking wig, and this other big blond wig were just screaming at me," she explains. She

recalls, "stuck in Ohio with a 200 pound cake in the shape of a cereal box and no way to get it where I was going. Let me tell you, that was too much drama for yo' mama." Help came in the form of an offer from a bystander who had watched, rapt, as Jones completed her work. Cakediva once again emerged triumphant.

With all this work, and the soap opera-style drama surrounding it, one wonders that Cakediva ever sees the light of day. "It's an ordeal," Jones admits. "The lashes, the heels, the wig." As I listened to her incredible stories, most of which start with "Baby, check this out" (as in "Baby, check this out-let me tell you about the time the cake spies came to visit"), I got the feeling there's a book in there. When I suggested this to Jones, she responded, "Oh, I know. *Adventures of Cakediva*. I'm working on it baby."

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Isn't that Special Outrageous Cakes

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NEW JERSEY
JAMAICA
WEST INDIES



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email address : [cakediva @ foodstop.com](mailto:cakediva@foodstop.com)

Call for appointment (212) 722-0678 - (201) 216-0123

CHOCOLATE TRUFFLE CAKE

The dictionary defines cake as: a variety of bread, shortened or unshortened, usually shaped by the tin in which it is baked; more specifically, sweetened bread, often rich or delicate. However, that prosaic description could hardly describe this extravagant confection created by Charmaine Jones, the Cake Divel

The cake is covered with chocolate frosting, embellished with hearts and topped with a flamboyant gold bow made from sugar paste. This dessert will be the centerpiece of the celebration and might be considered too beautiful to eat. What a lavish way to show that special someone you care.

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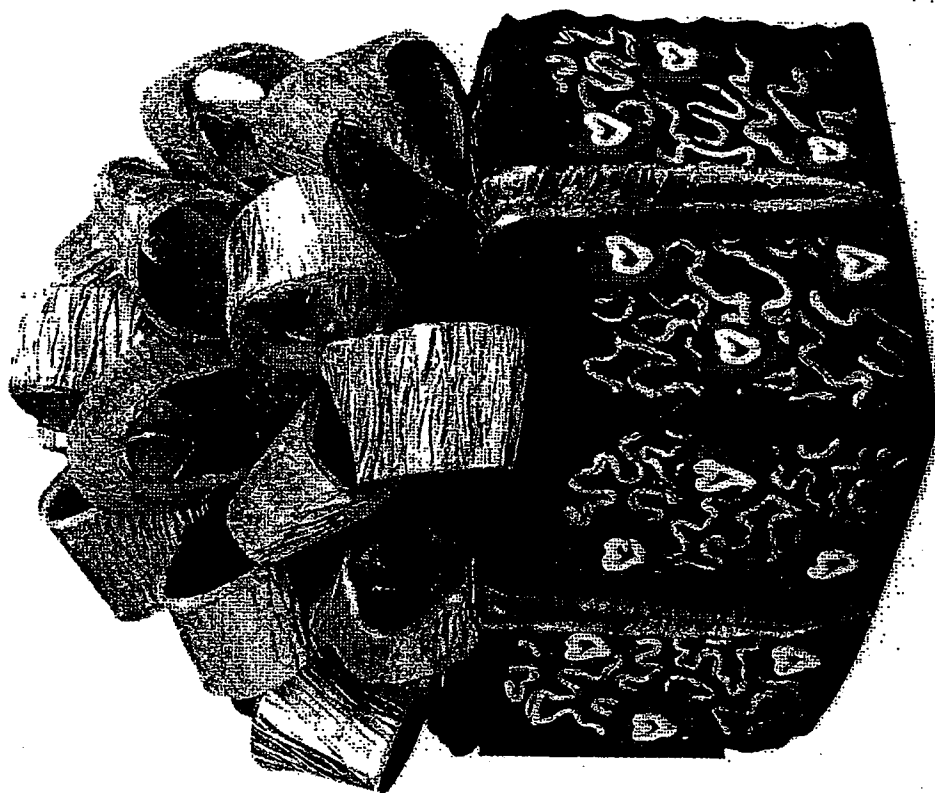
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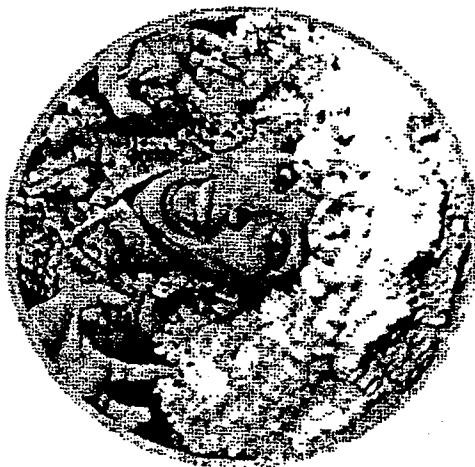
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Date: October 25, 2002

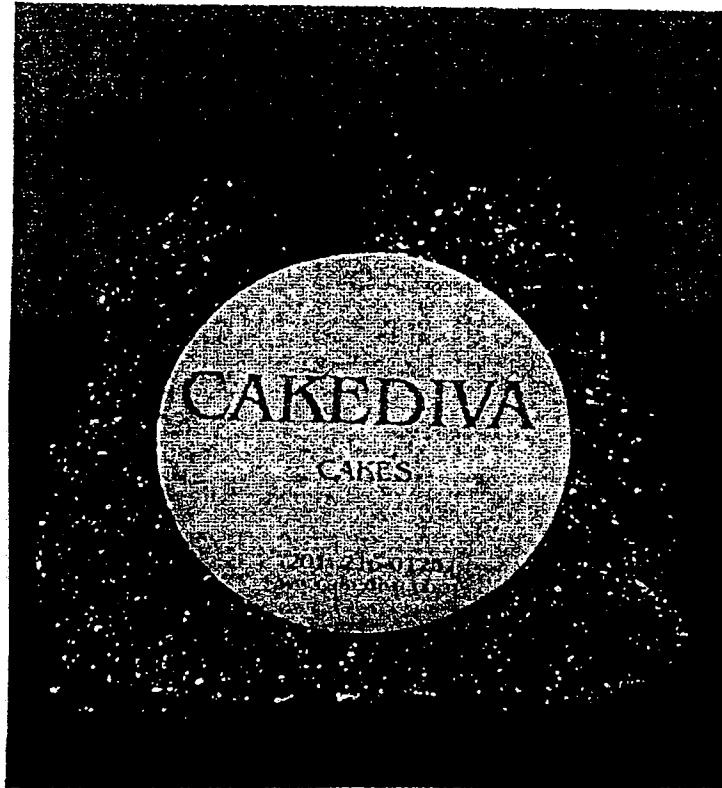
Invoice No. 3325

Your Order No.

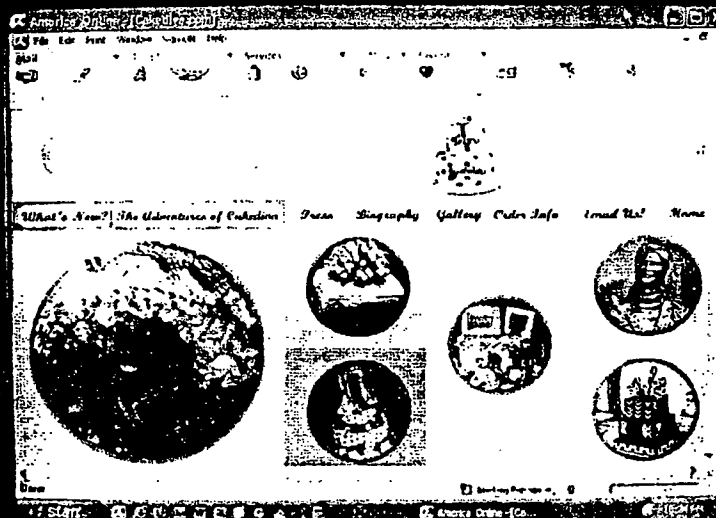
Terms: Net 10 Days

Job No	Quantity				
2356	1,200	Cakediva 2 1/4" round white labels-Gold Ink		\$90 00	
			Tax	5 40	
					\$95 40
PAID					
Please return yellow copy with payment					

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WHOIS Search Results

WHOIS Record For

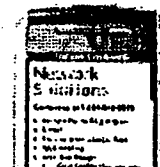


cakediva.com

Services from Network Solutions:

Certified Offer Service - Let us help you get this domain name!
Backorder - Try to get this name when it becomes available.
SSL Certificates - Get peace of mind with a secure certificate.
Site Confirm Seals - Display a security seal and gain visitor trust.

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Visit AboutUs.org for more information about CAKEDIVA.COM AboutUs: CAKEDIVA.COM

Registrant:

Outrageous Cakes
ATTN: CAKEDIVA.COM
c/o Network Solutions
P.O. Box 447
Herndon, VA 20172-0447

Domain Name: CAKEDIVA.COM

Administrative Contact:

Jones, Charmaine
pf4dv3vq7c9@networksolutionsprivateregistration.com
ATTN: CAKEDIVA.COM
c/o Network Solutions
P.O. Box 447
Herndon, VA 20172-0447
Phone: 570-708-8780

Technical Contact:

Hostmaster, Best Internet
pw4cl3z75b6@networksolutionsprivateregistration.com
ATTN: CAKEDIVA.COM
c/o Network Solutions
P.O. Box 447
Herndon, VA 20172-0447
Phone: 570-708-8780

Record expires on 13-Jan-2008 REDACTED

Record created on 13-Jan-1999

Database last updated on 05-Oct-2006

Domain servers in listed order:

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When you register a domain name, current policies require that the contact information for your domain name registration be included in a public database known as WHOIS. To learn about actions you can take to protect your WHOIS information visit www.internetprivacyadvocate.org.

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NS2.BEST.COM
NS3.BEST.COM

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Show underlying registry data for this record

Current Registrar: NETWORK SOLUTIONS, LLC.
IP Address: 128.121.113.207 (ARIN & RIPE IP search)
IP Location: US(UNITED STATES)-COLORADO-ENGLEWOOD
Record Type: Domain Name
Server Type: Apache 1
Lock Status: clientTransferProhibited
Web Site Status: Active
DMOZ: no listings
Y! Directory: see listings
Web Site Title: Cakediva.com
Secure: No
E-commerce: No
Traffic Ranking: 2
Data as of: 23-Aug-2005

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Design a Website | Search Engine Optimization | Custom Logo Design | Press Release Services | Email Account | Web Analytics

OpenSRS Whois Lookup Utility

Whois info for, **cakediva.com**:

Whois Server Version 1.3

Domain names in the .com and .net domains can now be registered with many different competing registrars. Go to <http://www.internic.net> for detailed information.

Domain Name: CAKEDIVA.COM
Registrar: NETWORK SOLUTIONS, INC.
Whois Server: whois.networksolutions.com
Referral URL: <http://www.networksolutions.com>
Name Server: NS1.BEST.COM
Name Server: NS2.BEST.COM
Name Server: NS3.BEST.COM
Status: ACTIVE
Updated Date: 30-dec-2002
Creation Date: 13-jan-1999
Expiration Date: 13-jan-2008

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>>> Last update of whois database: Fri, 19 Sep 2003 06:19:23 EDT <<<

NOTICE: The expiration date displayed in this record is the date the registrar's sponsorship of the domain name registration in the registrar currently set to expire. This date does not necessarily reflect the expiration date of the domain name registrant's agreement with the sponsoring registrar. Users may consult the sponsoring registrar's Whois database to view the registrar's reported date of expiration for this registration.

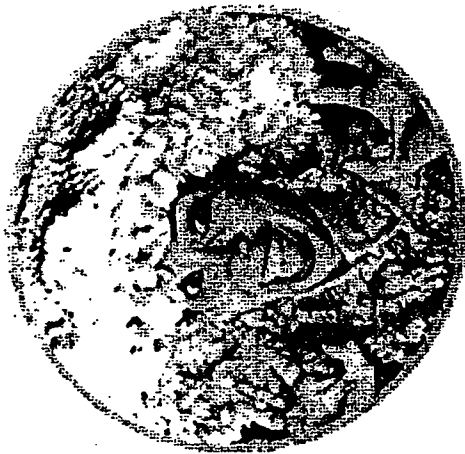
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InStyle Magazine's Wedding Issue, Spring 2001



Essence Magazine, February, 2001



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The Adventures of Cakediva



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Here is the Cakediva Press/Client Listing

Television	Magazines	Books
Geraldo Riviera	New York Times	Jumping The
Rolanda	Daily News	Broom (Book)
Gordon Elliot	Essence	Jumping The
Donahue	Elegant	Broom (The
NBC Weekend	Wedding Dresses	Workbook)
Today Show	Magazine	Victoria's
All My Children	Bride Magazine	"Romantic
One Life To Live	Bridal Guide	Weddings"
The City (Loving)	Magazine	
	Wedding Magazine	
	Signature Bride	
	Magazine	
	Sugarcraft	
	Victoria	
	TimeOut New	
	York	

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"I can't believe it's a real cake!" That is usual reaction after seeing these cakes displayed at various celebrations. Yes, you can have your cake and eat it too! Not only are they edible works of art, you also have a choice of over 100 delicious flavors. Cake tasting parties help you decide which flavors your guest will like the best. Specializing in ethnic celebrations, Charmaine "Cakediva" Jones can accommodate from 6 to 1000 guest at any party. All decorations are edible and custom made to each client specifications to ensure it's unique one-of-a-kind flair.



How does she come up with these designs? By listening to her clients and interpreting what they want along with their help. Like duplicating the Taj Mahal, A haunted house with edible windows with lights, A bust of Michael Jackson, the Empire State Building, the Arch De Triumph ...

Some of her clients include ... Erica Badu, Queen Latifah's mom, Michael Jordan, Jay Leno, Susan Sarandon, Charles Oakley, ... However, she says " Although I do have some celebrity clients, I make cakes for everyone, because these cakes make the party and I love seeing my clients having a grand time ... this to me is the

ICING ON THE CAKE!!

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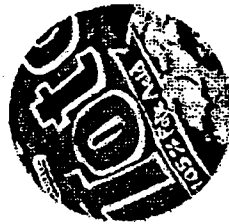
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9/22/2003

http://www.cakediva.com/bio_home.html

Gallery of Cakes



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Ordering Info

For ordering information,
or to make an appointment,
you can contact the Cakediva at:

Isn't That Special Outrageous
Cakes
720 Monroe Street
Hoboken, New Jersey, 07030
(212) 722-0678
(201) 216-0123

Email: cakediva@aol.com

Cake Flavors:

Vanilla
Yellow
Sunkist Lemon Zest
Lemon Poppyseed
Banana
Pink Champagne
Pound
Tangerine Orange Zest
Old Fashion Chocolate
Butter Chocolate
Carrot

Fillings:

Raspberry
Strawberry
Banana
Coconut
Pineapple
Lemon
Chocolate Mousse
Bavarian Cream
Guava
Apricot
Buttercream
(Regular, Lemon, Orange)

PLEASE NOTE:

The base price for any Novelty Cake begins at \$250.00,
and Wedding Cakes begin at \$500.00

** All decorations are made out of sugar and are all edible.*

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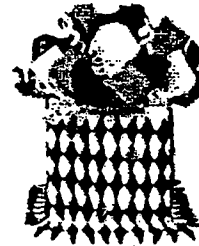
http://www.cakediva.com/order_home.html

9/22/2003

Cakediva Cards



Why YES!!!! You can have your cake and eat it too! These Cakediva cake cards can be used as invitations to that surprise party or to let that special someone know you have not forgotten them on those special days in their lives.



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Minimum order for magnet and cards....10
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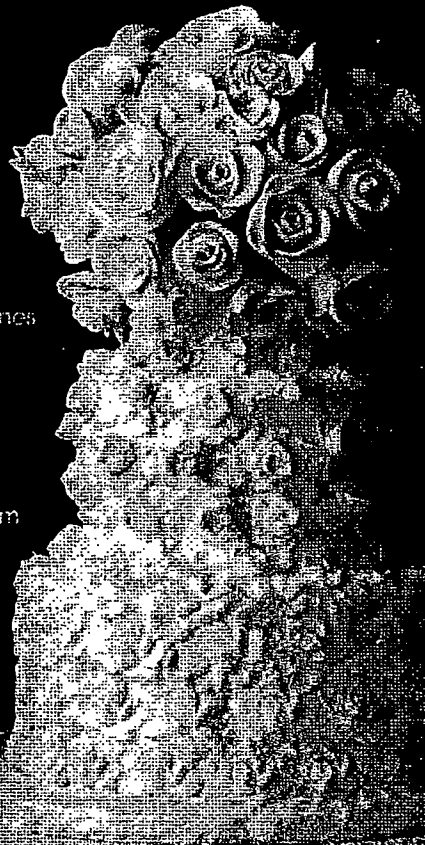
Cakediva™

Custom Cakes

New York City
Hoboken, New Jersey
South Beach, Florida
Nassau, Bahamas

Contact: Charmaine Jones
(212) 722-0678
(201) 216-0123

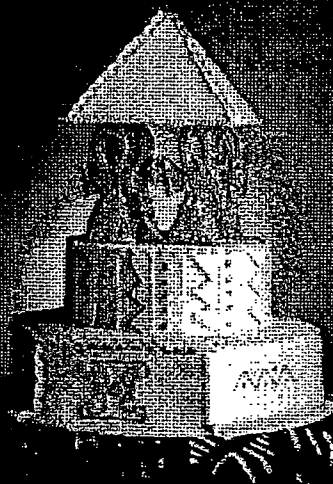
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Wedding Cafe New York 16 E. 38 St. NYC 10016
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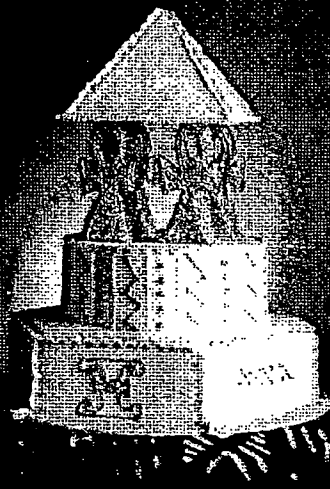
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 (212) 722-0678 (201) 216-0123





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16 E 38 St NYC 10016
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UNIQUE CAKES

From the white to black sand, the Caribbean is known for its mesmerizing beaches, tropical flowers and exotic foods. Charmaine Jones of Isn't That Special—Outrageous Cakes captures all this in Caribbean inspired wedding cakes. All shells and flowers are handmade out of icing. This pure chocolate cupie doll of the early 20th Century adds an ethnic touch and a delicious favor for special guests.

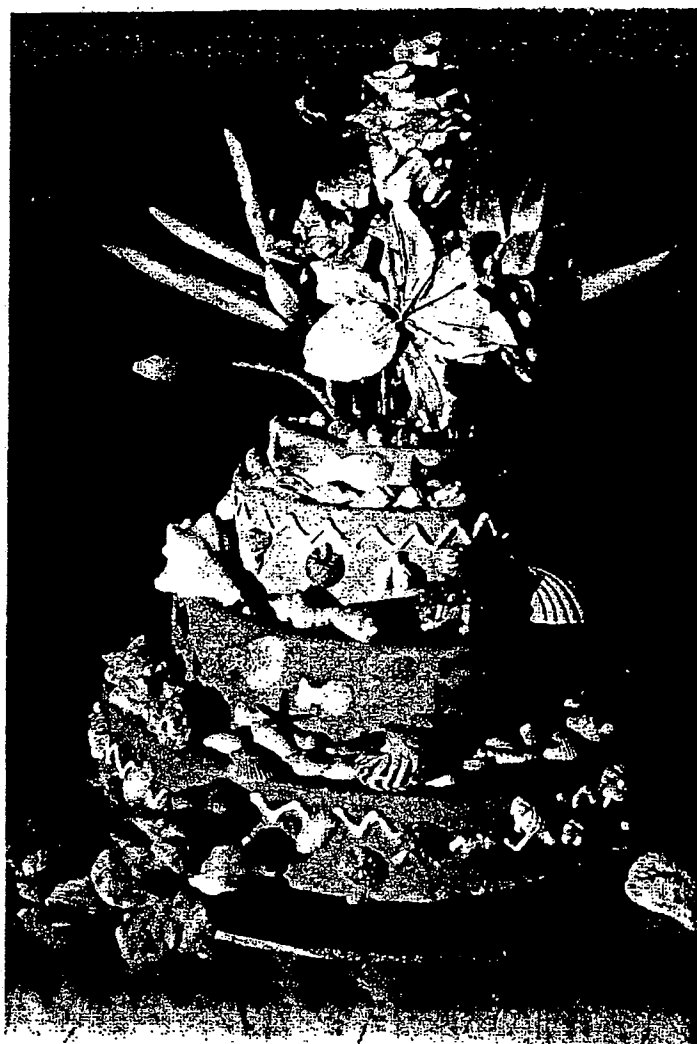
THE BLACK CAKE

This Caribbean recipe is also known as the Christmas Cake. This version is one of many because the secret to this recipe has been passed down through generations.



1 pound Currants
1 pound Raisins
8 ounces Prunes
4 ounces Citron
1 teaspoon Ground Spices
4 tablespoon Rum
1/2 pint wine
1 pound Butter
1 pound Self Rising-sifted Flour
14 ounces Dark Brown Sugar
10 large eggs
1/2 tsp Almond Extract
Parchment Paper

Wash and puree the currants, prunes and raisins and put into a large clean jar. Add citron, a tablespoon of sugar, spices, rum and wine. Leave all these covered from 2 weeks to 3 months; the longer the more potent. Grease and flour a 10 inch cake pan and set aside. Cream butter and remaining sugar, add 1 slightly beaten egg at a time (nine). Mix to a creamy consistency, add fruit from jar. Slowly add sifted flour. Consistency should not be runny. Grease cake pan as follows (use shortening) to grease entire pan, then cover bottom of pan with parchment paper, grease parchment paper, flour entire pan (lightly) making sure no flour is left in corners. Bake for approximately 2 1/2 hours at 325 degrees until cake is springy and firm. Completely cool before removing from pan. Serves 12 or more.



Charmaine Jones
Isn't That Special
"Cake Diva"

212/722-0678
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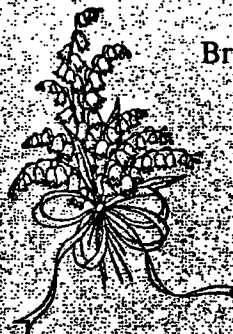
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Isn't That Special
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Bridal Fashion Show features:

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Spring/Summer 1996



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Isn't that Special Outrageous Cakes

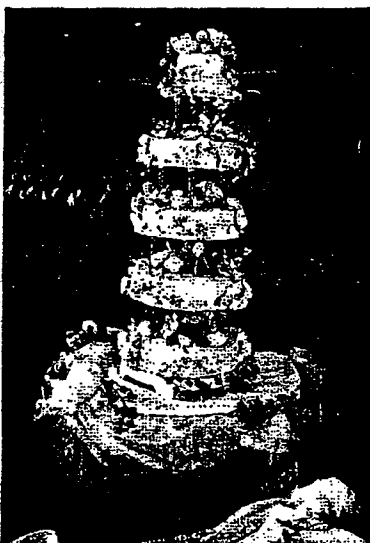
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One are the days of the plastic bride and groom on top. The wedding cakes of the 90's are as much a statement of personal style as it is a symbol of hope and love. From traditional to fantasy you are only limited to your imagination in taste and concept. Pyramids, haunted houses with edible windows with lights, realistic sugar flowers, draped sugar lace, duplications of fabric in icing... These are just a few of your dreams realized with "Isn't that Special - Outrageous cakes."

Stacked cakes and theme cakes are all the rage and Charmaine Jones, affectionately known as the "cake diva" is leading the nation into very unique cake styles. Her company prides itself on everything being edible on the cake. From peppermint flowers to caramel buttercream. The flavours are endless. Cake tasting parties take place in the Cake Art Gallery. There you

will be able to taste the flavour you have selected for your wedding. Although there are many portfolios and videos of work, there is nothing like seeing the cakes 3 dimensionally upon entering the Cake Art Gallery. Breathtaking flowers and displays



Flavours

Cake layers and fillings

YELLOW CAKE

*Raspeberry preserve
Banana strawberry cream*

PINK CHAMPAGNE CAKE

*Champagne cream
Rasperry champagne cream*

SUNKISS LEMON CAKE

Lemon custard

CHOCOLATE CAKE

*Chocolate mousse
Fresh banana cream
German chocolate
Hazelnut cream
Rasperry truffle
Creme de mintbe*

CARROT CAKE

Pineapple cream

CAKES WITH LIQUORS

*Sour cream chocolate/
brandled cherries
Bailey's Irish Cream/
Vanilla or Chocolate*

JAMAICAN BLACK CAKE

"Now over 100 flavours available"

all in sugar. Amazing works of True Art!
Over 100 delicious flavours.



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WEDDING DRESSESTM

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Special

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<http://www.foodstop.com> (click on The Cakediva)



photos by Dennis Wolford

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body type and astrological sign**

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Fall / Winter 1997

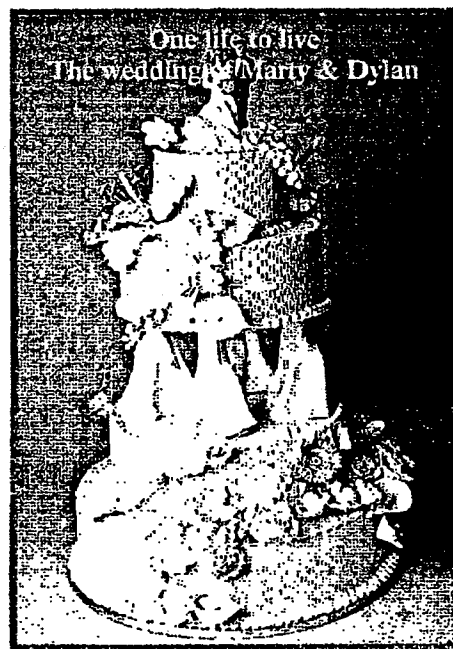


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Jewels :
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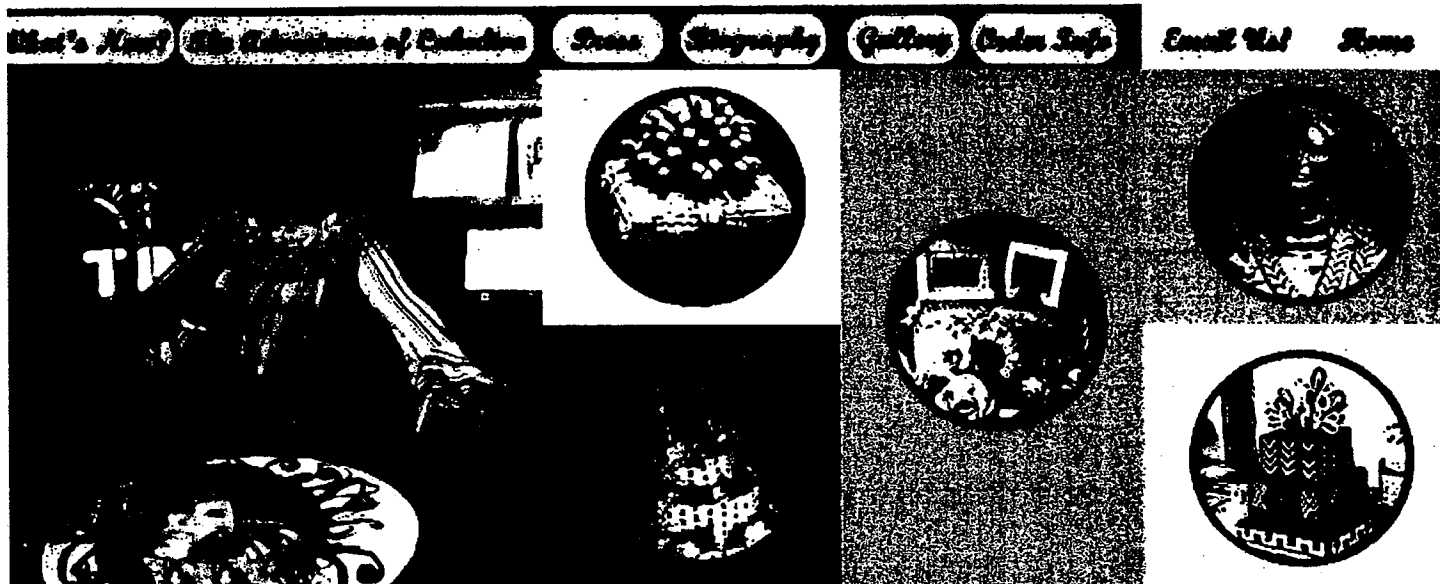


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Updates:
New stuff in Gallery and Press
sections of this site!

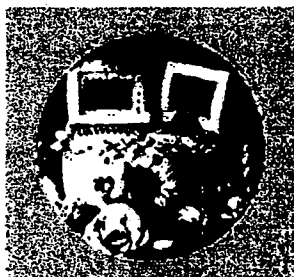


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Gallery of Cakes



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Press

Books

Coming Together
by Harriet Cole & John Pinderhughes

Jumping the Broom-Second Edition
by Harriet Cole

Magazines

Essence Magazine,
November, 2005

New York Weddings,
Spring, 2004

Savoy Magazine,
June/July, 2003

The Record,
April, 2003

New Jersey Life Magazine,
February, 2001

Instyle Wedding Magazine,
Spring, 2001

Essence Magazine,
February, 2001

Food Arts Magazine,
October, 2000

Manhattan Bride Magazine,
Spring/Summer, 2000

Manhattan Bride Magazine,
Fall/Winter, 2000

Here is the Cakediva Press/Client Listing

Geraldo Rivera	New York Times	Jumping The Broom (2nd Edition)	MTV
Rolanda	Daily News	Jumping The Broom (1st Edition)	Dow Chemical
Gordon Elliot	Essence	Jumping The Broom (Workbook)	Morgan Stanley-Children's Hospital
Donahue	Elegant	Coming Together	Big Apple Circus
NBC Weekend Today Show	Wedding Dresses Magazine	Victoria's "Romantic Weddings"	
All My Children	Bride Magazine		
One Life To Live	Bridal Guide Magazine		
The City (Loving)	Wedding Magazine		
Robert Wagner	Signature Bride Magazine		
MGM	Sugarcraft		
Kate Spade	Victoria		
Iyanla Vanzant	TimeOut New York		
Beyonce	New York Weddings		
Slick Rick	Savoy Magazine		
Fat Joe	The Record Newspaper		
Ms. Jones			
Wendy Williams			

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BET's Weekend Magazine,
January, 2000

Kay Jewelers' "Dolce Vita" Magazine,
1999/2000

Soap Opera Digest,
October 31, 2000

TimeOut New York Magazine,
February 11-18, 1999

Black Diaspora Magazine,
May, 1997

Soap Opera Update
July 23, 1996

Cakediva featured in Victoria Magazine's
"Porcelain Perfect Cakes"

From Sugarcraft Magazine,
May/June, 1994

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Dress

The Adventures of Cakediva

What's New?

BIG Birthdays

What's New?

Noah Keefer and Julia Santos' Wedding

Miriam and Stewart Chandler's Wedding



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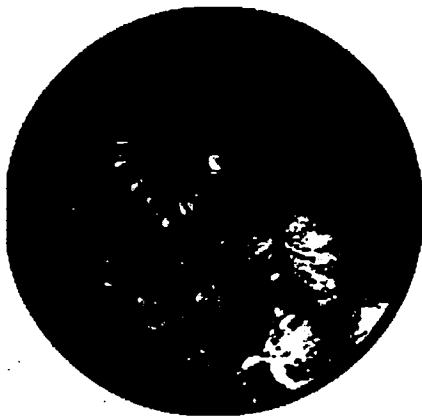
The Adventures of Cakediva



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Biography



"I can't believe it's a real cake!" That is usual reaction after seeing these cakes displayed at various celebrations. Yes, you can have your cake and eat it too! Not only are they edible works of art, you also have a choice of over 100 delicious flavors. Cake tasting parties help you decide which flavors your guest will like the best. Specializing in ethnic celebrations, Charmaine "cakediva" Jones can accommodate from 6 to 1000 guest at any party. All decorations are edible and custom made to each client specifications to ensure it's unique one-of-a-kind flair.

How does she come up with these designs? By listening to her clients and interpreting what they want along with their help. Like duplicating the Taj Mahal, A haunted house with edible windows with lights, A bust of Michael Jackson, the Empire State Building, the Arch De Triumph ...

Some of her clients include ... Erykah Badu, Queen Latifah's mom, Michael Jordan, Jay Leno, Susan Sarandon, Charles Oakley, ... However, she says " Although I do have some celebrity clients, I make cakes for everyone, because these cakes make the party and I love seeing my clients having a grand time ... this to me is the ICING ON THE CAKE!!

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The Adventures of Cakediva

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Hoboken, NJ 07030
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Cake Flavors:

Vanilla
Yellow
Sunkist Lemon Zest
Lemon Poppyseed
Banana
Pink Champagne
Pound
Tangerine Orange Zest
Old Fashion Chocolate
Butter Chocolate
Carrot
Red Velvet

Fillings:

Raspberry
Strawberry
Banana
Coconut
Pineapple
Lemon
Chocolate Mousse
Bavarian Cream
Guava
Apricot
Buttercream
(Regular, Lemon, Orange, Caramel)

PLEASE NOTE:

- Cakes start at \$8.00 - per person
- Cookies begin at \$8.00 (minimum order 50)
- Mini Cakes begin at \$15.00 (\$800 minimum order)
- The base price for any Novelty Cake begins at \$600.00
- Wedding Cakes begin at \$800.00

** All decorations are made out of sugar and are all edible.*

** Edible Sea Shells can be mail ordered - call for pricing.*

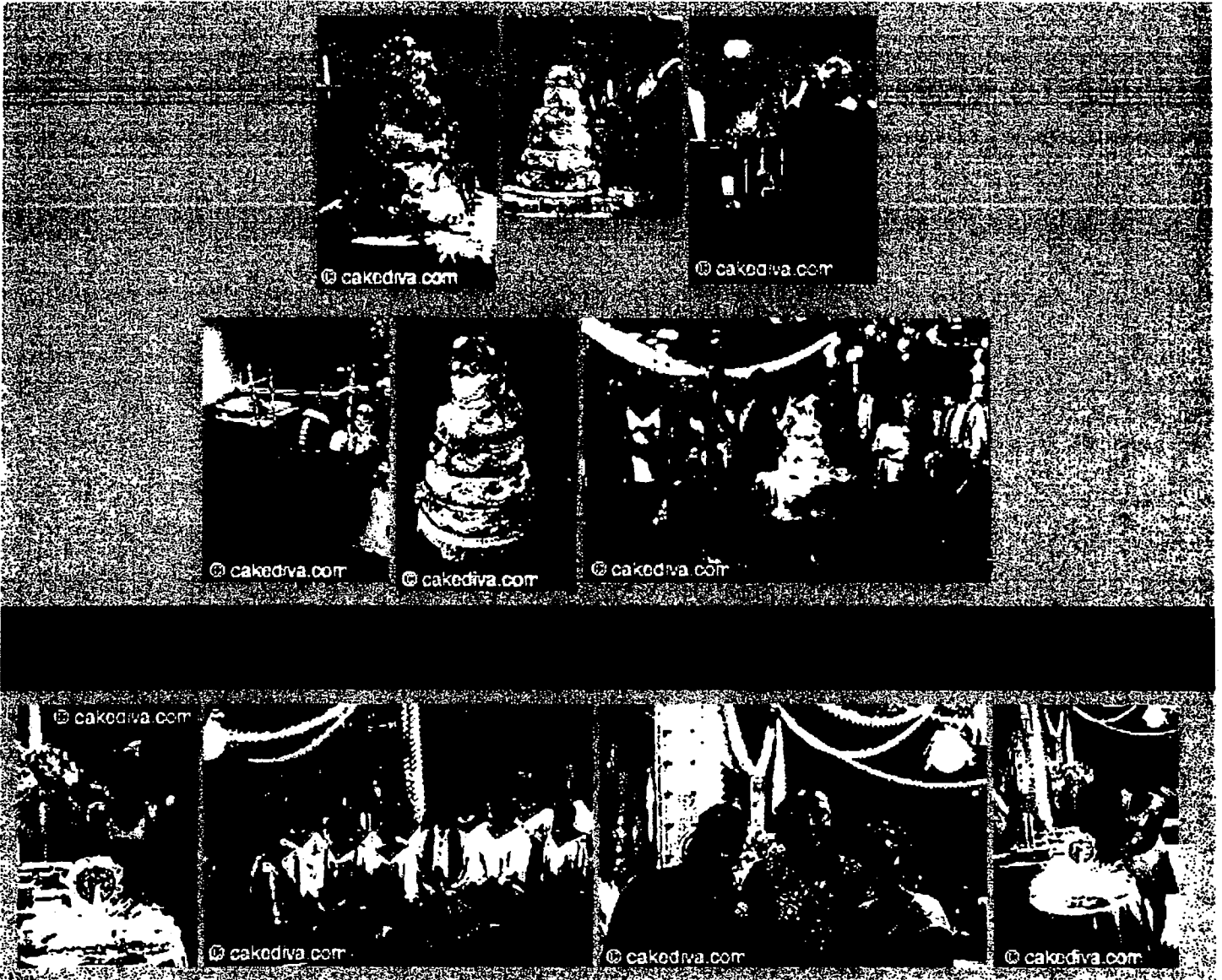
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SOAP OPERA CAKES

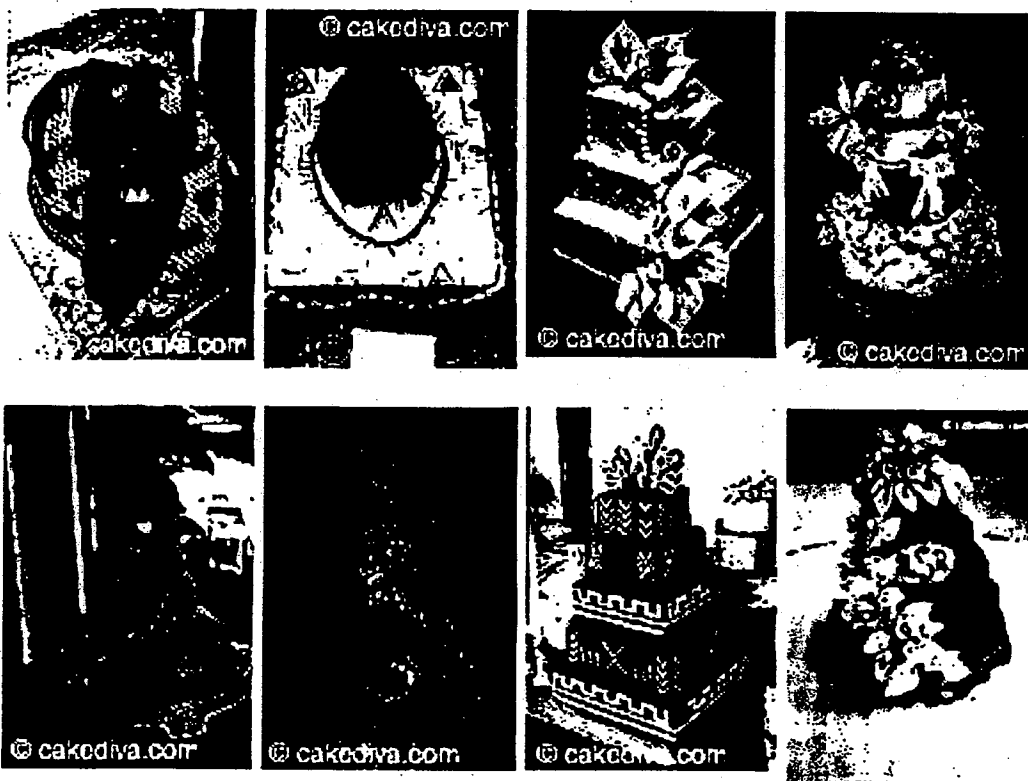


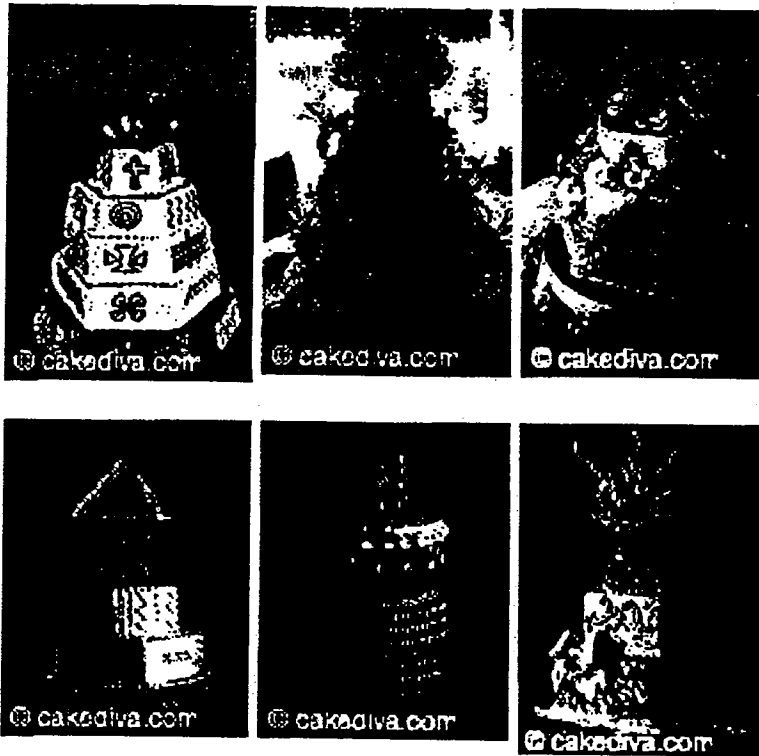


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AFROCENTRIC AND ETHNIC CAKES





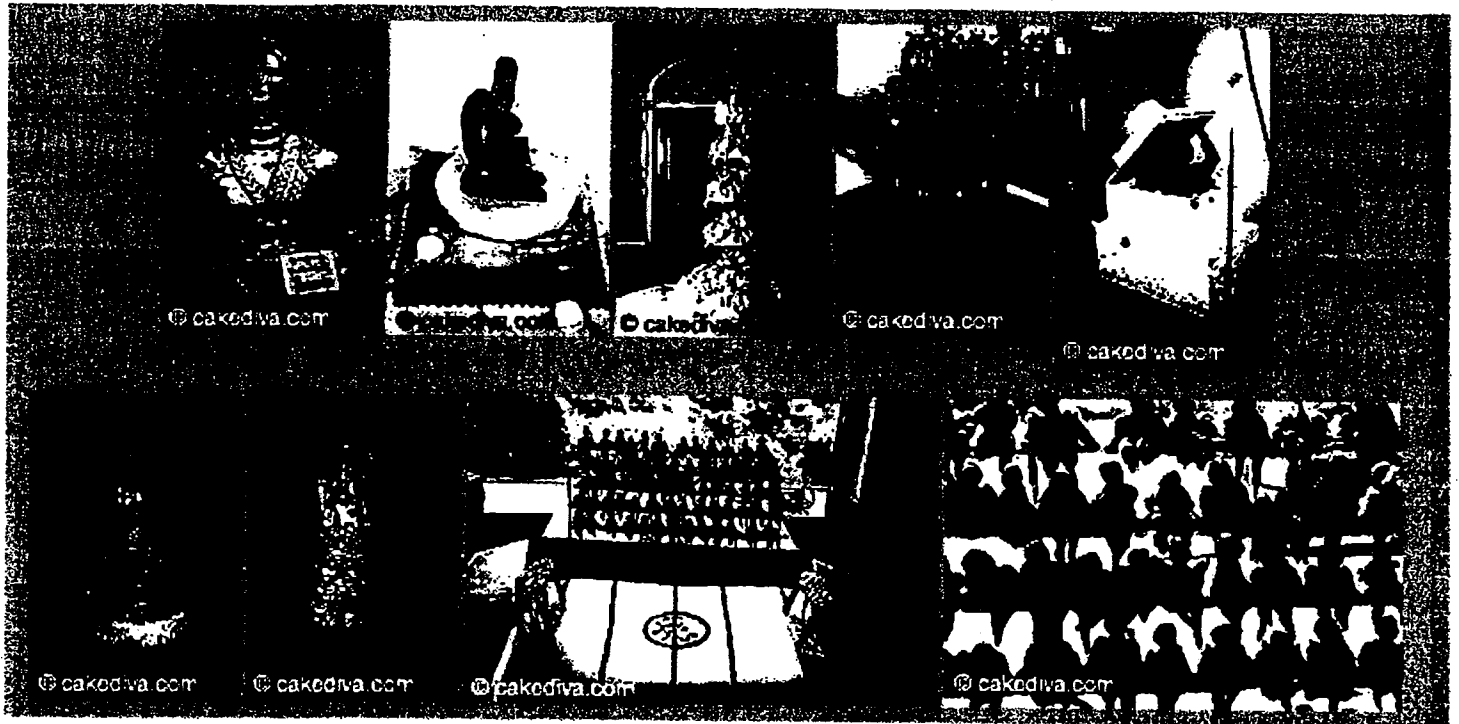
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EXTREME CAKES



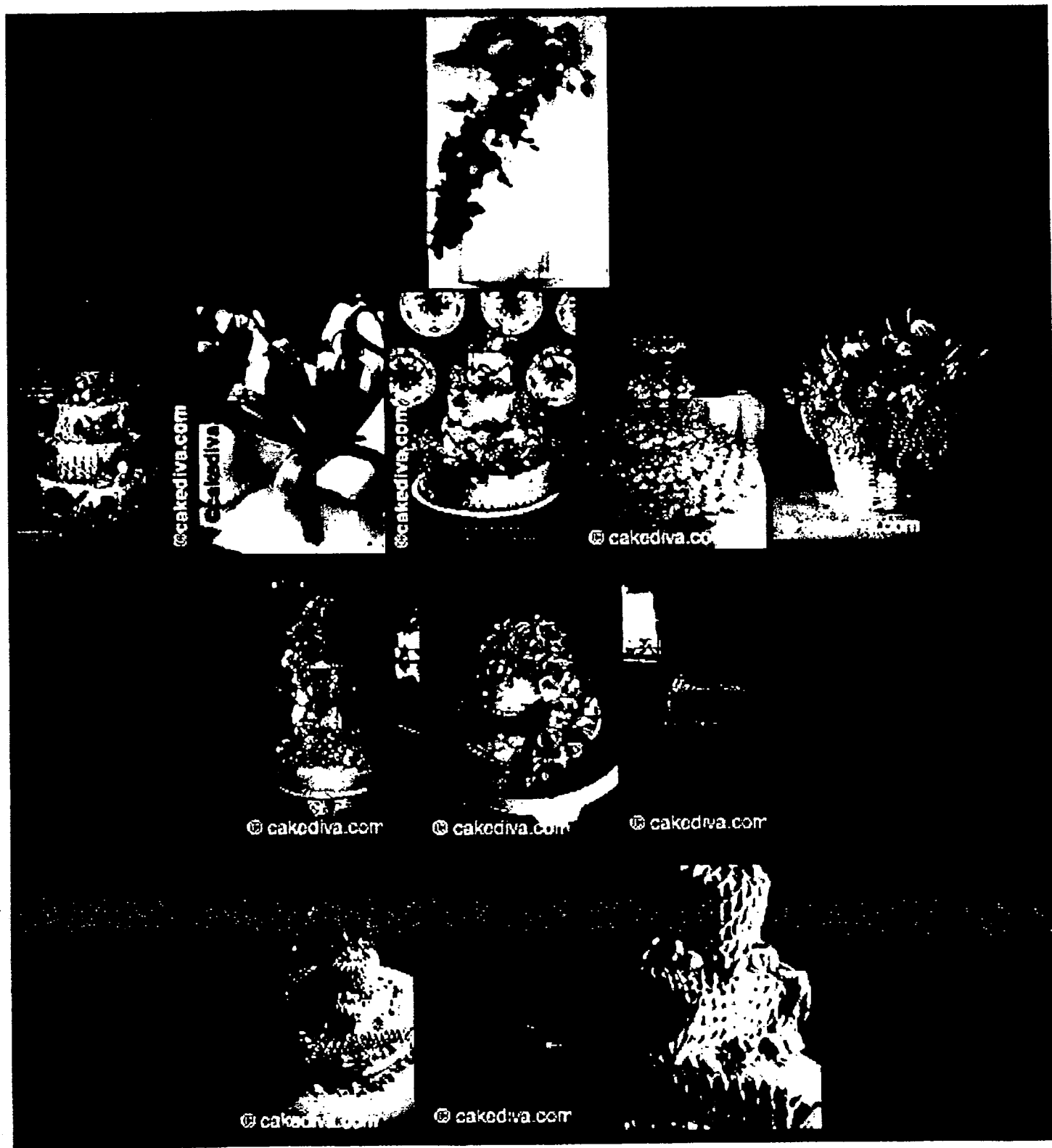


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CONCEPTUAL CAKES



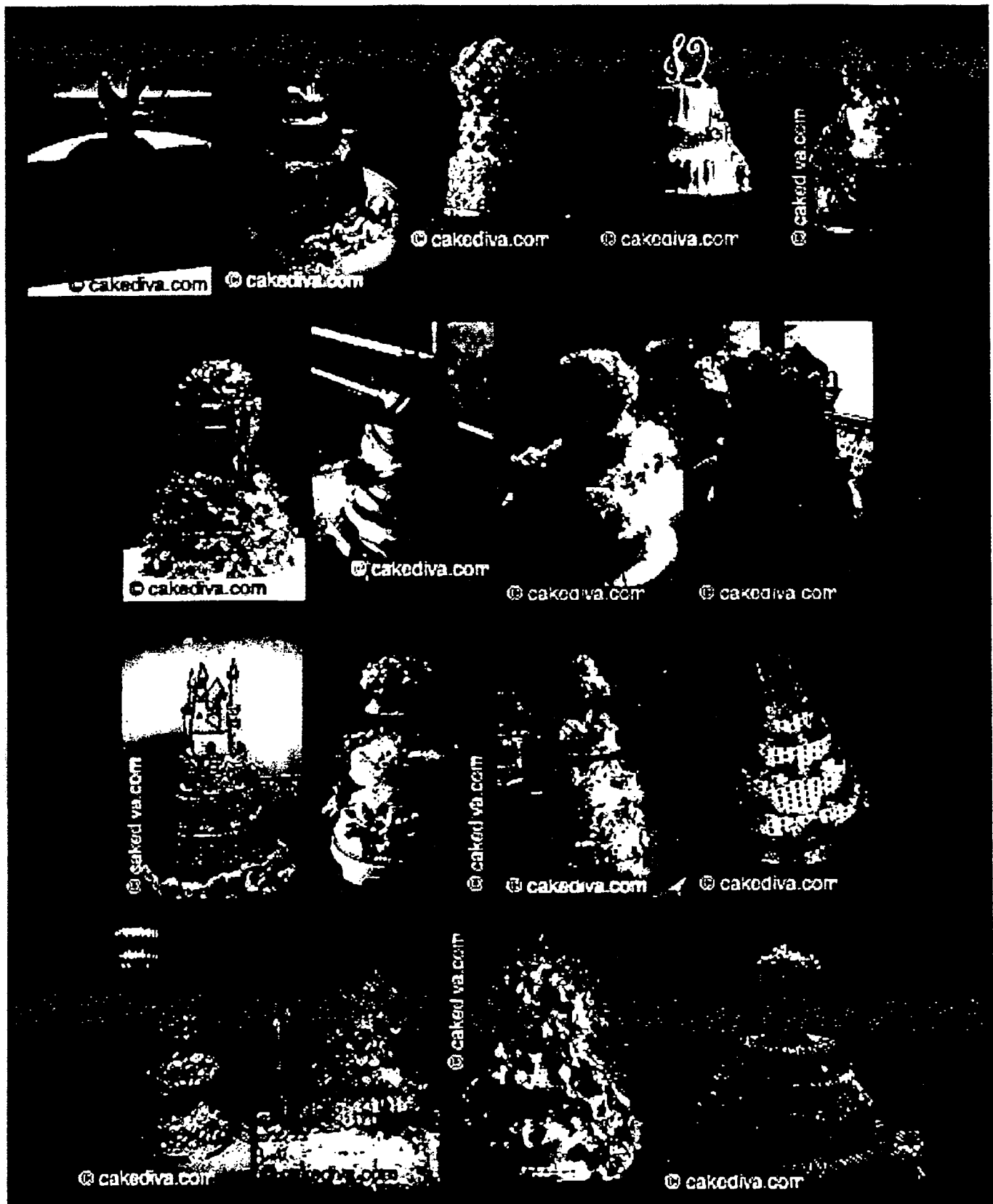
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WEDDING CAKES



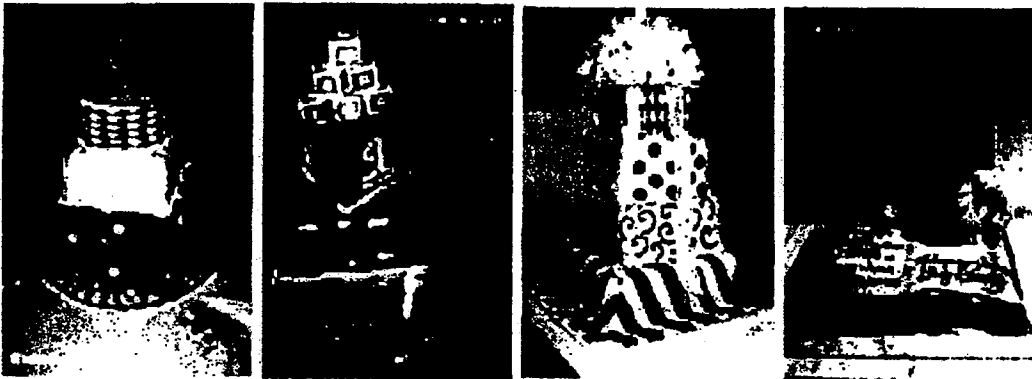
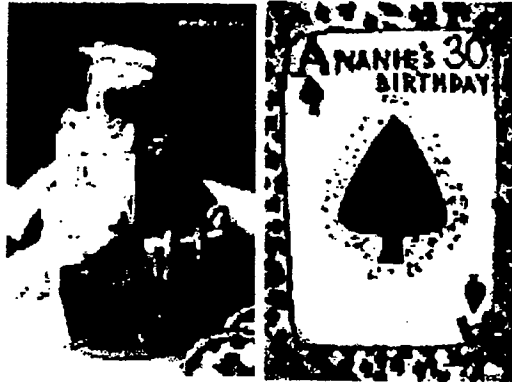


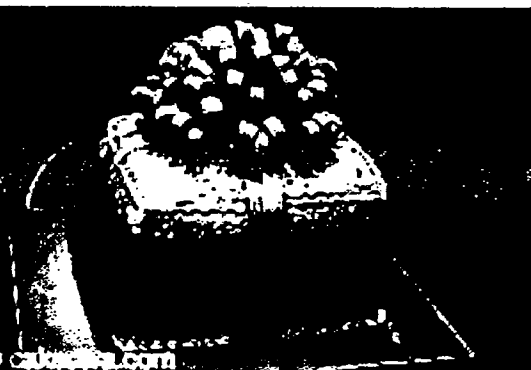
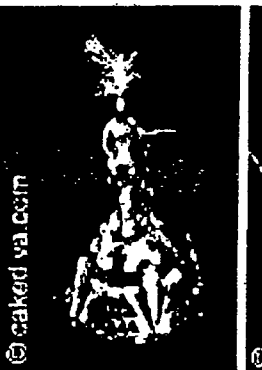
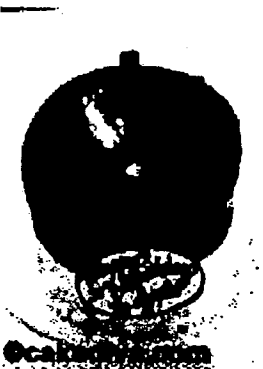
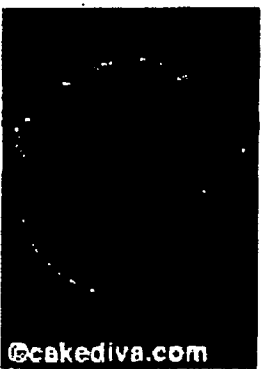
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NOVELTY CAKES





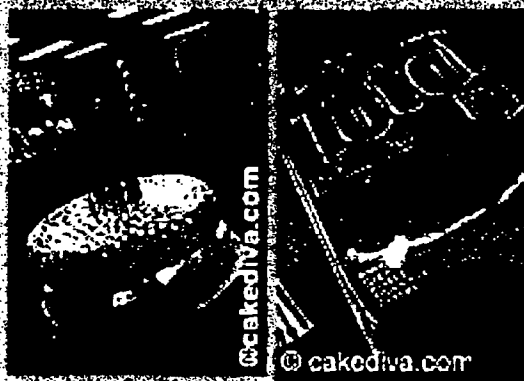
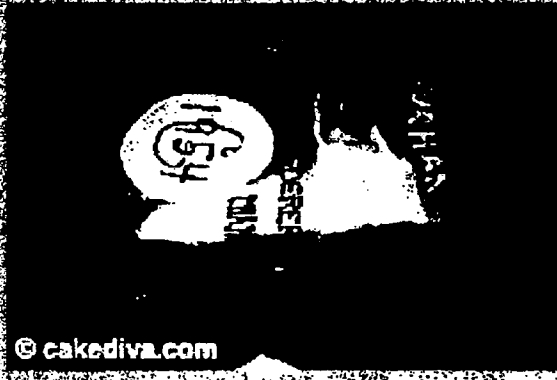


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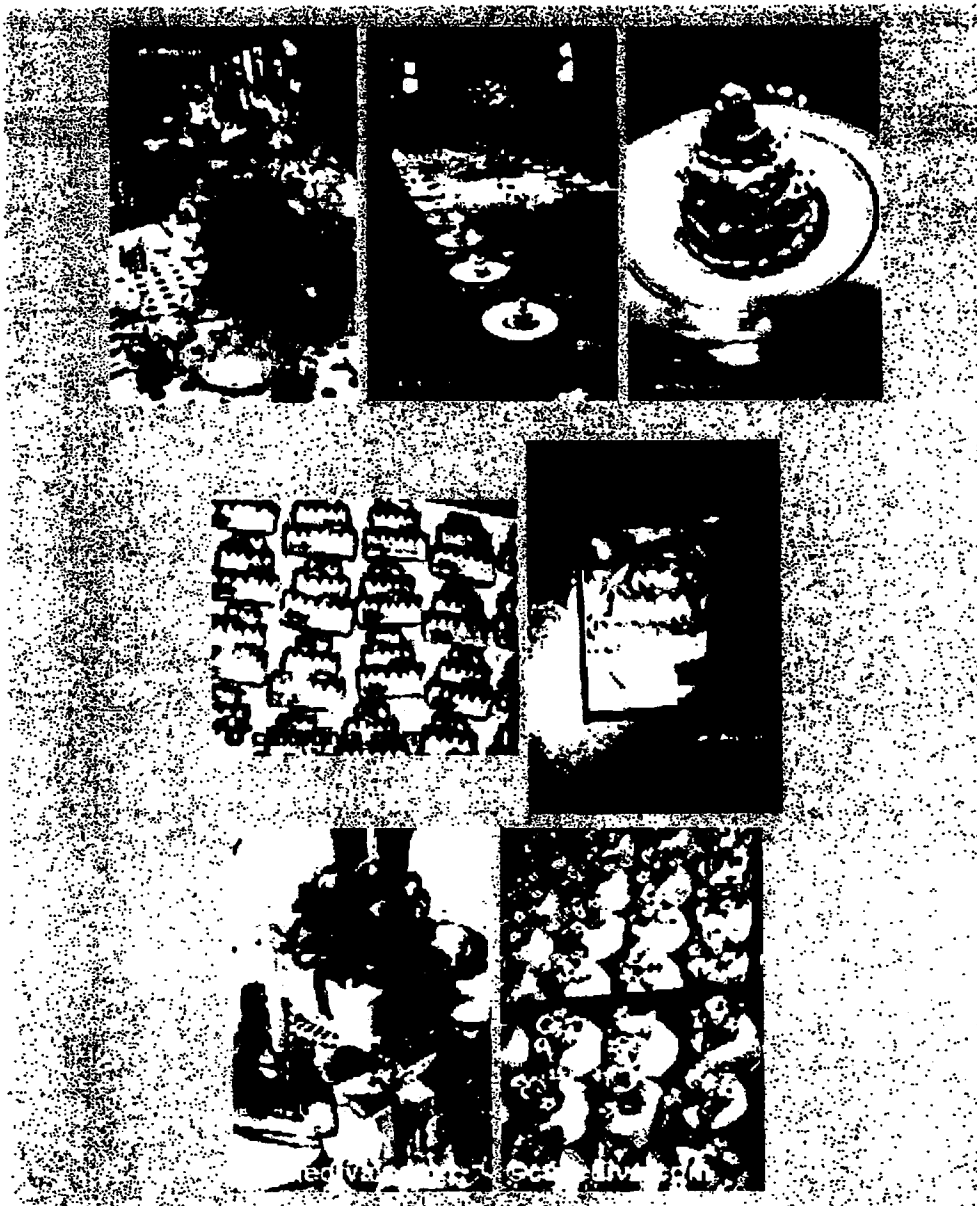
CORPORATE CAKES



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CAKE ALTERNATIVES



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Coming Together — Celebrations for African American Families

by Harriet Cole and John Pinderhughes



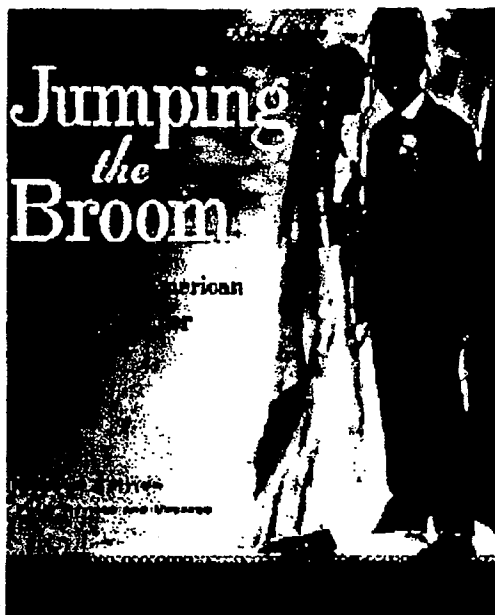
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Jumping the Broom — The African-American Wedding Planner

Second Edition
by Harriet Cole



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Essence Magazine, November 2005

Profit from your passion

By Ingrid Sturgis



Credit: Peter Chin

Jones puts finishing touches on one of her tasty creations.

Plan for the Long Haul

Charmaine Jones loves baking cakes. And as owner of the Hoboken, New Jersey-based company Cakediva, she has seen how revenue from a favorite pastime can fluctuate. For 15 years she has created spectacular cakes for soap-opera weddings, celebrities and corporate clients, as well as Afrocentric-themed cakes for African-American weddings.

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New York Weddings Magazine - Spring 2004



Bright idea:
Lemon-Lime
Cheesecake cake
for guests to enjoy
and eat. Many of the
best, get your hands
on it for the morning and



Cakediva

720 Monroe Street, Hoboken, N.J.

212 - 722 - 0678; cakediva.com



Charmaine "Cakediva" Jones is best known for her African-inspired cake designs, but she'll whip up pretty much anything. Jones turns out more than 100 flavors, from pink champagne cake and Heath-bar chocolate crunch to standard lemon-poppy-seed. Prices begin at \$500 (for 80 people)

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Players People on the Move - Charmaine Jones

A black and white photograph of a white, rectangular, foldable table. The word "SAVOY" is printed in large, bold, capital letters on the side of the table. Below it, in smaller text, it says "Folding Table". The table is set up outdoors on a patterned surface, possibly a rug or blanket. The background is dark and indistinct.

Hoboken, N.J.-based company Isn't That Special Outrageous Cakes for nothing. She started baking professionally in 1992 because she couldn't find cakes with an ethnic flavor, so to speak. Since then, she has wowed clients with elaborate confections such as a four-tiered cake incorporating a tank of live goldfish for the opening of the Atlantis hotel in Paradise Island, Bahamas. Her goal is to develop a line of prepackaged ingredients à la General Mills so that anyone can do it. "Everybody can be a cake diva," says Jones. "They just need to know how." Sure—piece of cake. — *Carla E. Williams*

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The Queen of Cake

Artisan Charmaine Jones turns flour and sugar into jaw-dropping visions.

By Eunnie Park (Staff Writer)

Do not offer Charmaine Jones cake.

But if you must, prepare yourself for negative feedback. She is the nationally-recognized "Cakediva" with sky-high standards, and no ordinary cake will impress her palate.

"You really don't want me to try it, because I'll tell you the truth," says Jones. "And the majority of the time, the cake the I taste from other places is nasty."

The nastiness of her competitors' cakes is what inspired Jones to open Isn't It Special/ Outrageous Cakes in Hoboken and Manhattan more than ten years ago. The Indiana native came to new york in her early 20s after completing her masters in art from Loyola University. She initially wanted pursue a career in music but fell into baking when she realized that the cake industry needed her more.

"I was very disgusted with what I saw was available," she says. "So I felt that if I was looking for that to change that was my life's calling — to try to change the world of cakes."

Drawing on her artistic background and the skills she learned and inherited from her mother, a French pastry baker, and father, an architect, Jones began constructing cakes that are as delicious as they are beautiful. With fondant as her canvas and sugar, her clay, she created cakes that make people exclaim, "Girl, you a diva. You the *cake* diva," she says.

At first, she was baking for acquaintances and other random connections, but as the word spread about the Cakediva, her clientele grew. She was able to open her own bakery in Hoboken in 1990, and then Manhattan in 1991. She now does her baking in Manhattan and keeps the cake gallery and sugar room in Hoboken. The gallery reveals hundreds of photographs and models of Cakediva's previous works. One cake looks like a bouquet of flowers, another, an enchanted castle.

Some of her recent orders include a 6-foot gavel cake for a judge in New York, a four-tier box birthday cake for the producer for "the Early Show", and a six-tier with edible CD's and a sugar sculpture of Notorious B.I.G. for the Christopher Wallace Memorial Foundation.

Working with a staff of three to eight people, Jones creates cakes that may weigh hundreds of pounds and take days to make. in the past, she has delivered cakes for overseas clients in the overhead compartment of an airplane.

Jones' client have a choice of 11 cake flavors and 13 fillings; the most popular combination is

pink champagne with coconut filling, she says. The base price for a novelty cake is \$250, wedding cakes start at \$500. Multi-tiered and highly decorated cakes can cost thousands of dollars, but for the time, labour and quality, they are worth every penny and more, says Jones. "If you want a regular cake, you wouldn't be coming here," she says. "Cakediva is a major name we have to live up to. We don't just put everything we have into it, we put our life into it."

Jones bakes for weddings, birthdays, corporate events and other special occasions. Her former clients include Erykah Badu, Michael Jordan, Jay Leno, Susan Sarandon and Queen Latifah's mom. Her cakes are also often featured on many soap operas, including "One Life to Live" and "All My Children".

A dedicated fan of ABC Daytime, Jones has been watching the two shows since they premiered more than 30 years ago. She loved the handsome actors and the twisted plots, but hated the stale looking cakes in the wedding episodes.

"I knew that the guy who's in charge has got to be disgusted with that cake because me, as a viewer, was disgusted," she says. "I knew I could do better."

So she went to the studio and made a pitch to Jimmy Balzaretto of the props department in "All My Children." Her first cake was for a couple that met over the Internet; she proposed making a three-tier wedding cake with bride and groom computers on top. Since then, Jones has been doing the cake for all weddings on the show.

"Her cakes, I think, are phenomenal," says Balzaretto, who has been working with Jones for about then years. "She's very good with color and texture [and] she does know our needs."

Cakediva gets most of her inspiration from things other than cakes, she says. Seeing a chipped pavement or the texture of a fabric can give her a new idea. And her ideas must be original and unprecedented, she adds. "I've always been a leader, not follower," says Jones. "I can't stand to do what someone else has already done. I'd rather die."

She would, however like to help others to do what she has done. She plans to write a cookbook someday, teaching people how to make these outrageous cakes themselves, she says.

In the meantime, don't invite Jones to your birthday expecting her to bring a three-tier mega cake. One thing she dislikes is to bring her work home — or to a party.

"I'd rather bring buffalo wings," says Jones. "Something other than cake, which is what I do everyday."

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Tiers of Joy

Charmaine Jones sculpts edible works of art
in her Hoboken cake studio.

New Jersey Life Magazine, February, 2001

The creations of Charmaine Jones, aka The Cake Diva, are so fantastical that they make people wonder whether they're really cakes. No worries, though; Charmaine's creations taste as good as they look.

Everything about them is palatable. Even dewy decorative roses, which appear to have been plucked directly from nature, can be popped straight into the mouth and savored.

The daughter of an exacting French pastry baker mother and an artist/architect father, Charmaine makes edible works of art. The former model-music composer, who holds a master's degree in fine arts, says "every cake must be better than the last." That's no short order for this six foot-tall woman whose first cake was an eight-foot by four-foot cake with six tiers—a Jamaican black cake top with a chocolate ship and slaves—that she created for the Schomburg Center for Research in Black Culture in Harlem.



Her extensive repertoire knows few limits. When a client presents Charmaine with an idea, she's likely to push the idea as far as the client's sense of the dramatic will allow. Her two specialties? Saying "yes" to concepts others have said can't be built and creating cakes that can't be duplicated. Her company is appropriately named "Isn't That Special Outrageous Cakes." Charmaine has reproduced the Tai Mahal in butter cream and fondant; built a haunted house cake with edible windows and lights; made a facsimile of the Empire State building in cake; and, for the opening of Atlantis on Paradise Island Bahamas, baked a four-tiered cake to house a water-filled aquarium with live fish. Her client list includes celebrities (Michael Jordan, Jay Leno and Susan Sarandon), but every client will reap the benefits of her perfection and enthusiasm. She particularly likes to work with brides, to execute their wedding cake fantasies. "I want people to cry with being overjoyed when they see their cake," says Charmaine. "I do everything I can to make their sweet dreams come true."

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InStyle Magazine's Wedding Issue, Spring 2001

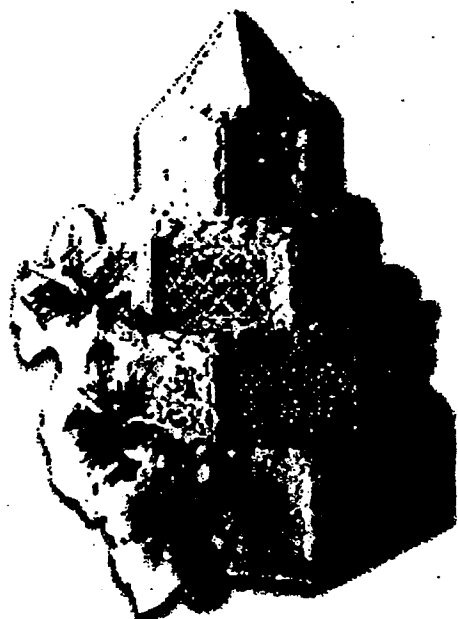


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Essence Magazine, February, 2001



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So Divine

Great Job Batter Up: She's a multilayered angel making the devil's food with a touch of cheesecake, but whether she's baking for the soaps or for real-life dramas, Cakediva always delivers. From Food Arts Magazine, October, 2000

Interviewed by Chris Styler



At over six feet tall, not counting the store-bought hair and heels, Cakediva is not a presence you're likely to miss when you stroll through your next bridal show. One look at the statuesque, figure in stiletto heels, gold lamé miniskirt, and blond megawig, and you know this ain't your mother's Betty Crocker.

Cakediva-aka-Charmaine Jones-puts the "special" into **Isn't That Special-
Outrageous Cakes**, her Hoboken, New Jersey-based company, which produces show stopping cakes in styles like "Extreme", "Afrocentric," "Novelty," and "Conceptual." When Jones started the business out of her tiny Manhattan apartment, she didn't have a clear idea of what to expect. What she did have was a master's degree in fine arts from Loyola University, an architect for a father, and a mother with French baking experience. All of which came in handy when she began forging remarkably complex and beautiful cakes that are as much edifice as they are dessert.



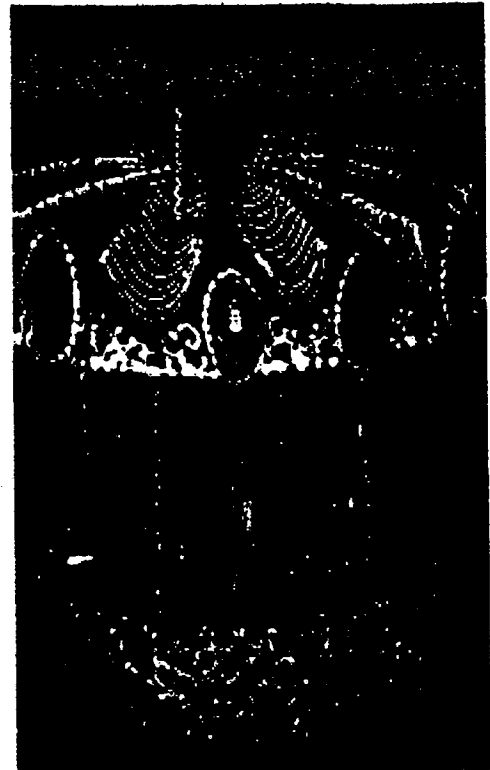
Over the course of two weeks—during a snowstorm that virtually stranded her in the new place—Jones managed to transform the floors and browbeat her new landlord into finishing the walls. The finishing touch was to paint a wraparound floor-to-ceiling mural, and her first show room was born. It was around this same time that Cakediva was born.

Under the watchful eye of OLTL's set designer Rodger Moody, Cakediva puts a few finishing touches on the cake.
Photo by Robert Milazzo

Jones sometimes found herself spending eight-hour stretches making sugar flowers and working so hard, she recalls, "that I had to have an alter ego or I'd go crazy." During a trip to Los Angeles, while walking down Hollywood Boulevard, "This big, red, Marge Simpson-looking wig, and this other big blond wig were just screaming at me," she explains. She went with the blond, bought some shoes and a skirt to complement the outfit, and hasn't looked back since.

Cakediva is no mere schtick. This is serious cake. Working with hundreds of possible cake, filling, and frosting combinations, Cakediva makes cakes from small to huge and from more or less traditional to totally off-the-wall, prospective clients can sample the cakes at an annual tasting held in her show room or at other events like the bridal show held last February at New York City's **Pierre Hotel**. Given the lengths that she goes to research, create, and schlep her creations, it's no wonder they don't come cheap. A simple novelty or birthday cake starts at around \$250. From there, depending on size, theme, and other factors, the price climbs.

Cakediva doesn't bake in her showrooms. She ships premixed dry ingredients, "drys" as she calls them, to a local bakery where the baking takes place. The cakes are returned to Cakediva, who, along with up to eight assistants in peak season, works her magic on them. Her Web site (www.cakediva.com) and portfolio feature dozens of examples of her work, and it's an understatement to say there are no hard-and-fast rules. How about a tank of live goldfish as one of the layers (for the opening of *Atlantis Paradise Island* in The Bahamas in 1998) or a bust of Michael Jackson (for *People* magazine in 1997)?



Cakediva exits the set.
Photo by Robert Milazzo

Impressive as these cakes are, the stories behind them are serious rivals. I loved hearing about the cake Silvercup Studios in Queens commissioned to thank Wendy's owner Dave Thomas for his business. "It was really a whole bunch of cakes," Jones explains.

Its central "burger" portion was frosted with chocolate mousse and chocolate butter cream, and topped with three round "pickle cakes," a fondant onion slice, and squiggles of mustard-colored butter cream. They were all sandwiched between two "bun" cakes-the top one removable, of course to reveal the pickle, onion, and mustard combo beneath it.

For the 105th birthday of a woman who credited her long, life to breakfasting on Total cereal Cakediva fashioned a 200-pound replica of a box of Total, complete with three-dimensional flakes of cereal and milk made from thinned royal icing. Jones flew to Ohio to prepare the cake, a 12-hour process that was completed just as the man who had promised to drive the cake to Indiana reneged on his offer. "So there I was," she recalls, "stuck in Ohio with a 200 pound cake in the shape of a cereal box and no way to get it where I was going. Let me tell you, that was too much drama for yo' mama." Help came in the form of an offer from a bystander who had watched, rapt, as Jones completed her work. Cakediva once again emerged triumphant.

With all this work, and the soap opera-style drama surrounding it, one wonders that Cakediva ever sees the light of day. "It's an ordeal," Jones admits. "The lashes, the heels, the wig." As I listened to her incredible stories, most of which start with "Baby, check this out" (as in "Baby, check this out-let me tell you about the time the cake spies came to visit"), I got the feeling there's a book in there. When I suggested this to Jones, she responded, "Oh, I know. *Adventures of Cakediva*. I'm working on it baby."

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From BET Network's Weekend Magazine, January 2000'

For most bakers, a little sugar, flour, butter and milk make a cake, But for Charmaine Jones, they make works of art. The self-described "Cake Diva" whips lifelike flowers, mud cloth or haunted houses from butter cream, fondant and sugar paste.

Although her specialty is multi-tiered Afroncentric wedding cakes with sugar cowry shells and chocolate and vanilla mud cloth, her repertoire is outrageous - just like the company's name, Isn't That Special Outrageous Cakes at her gallery in Hoboken, N.J. (www.cakediva.com or 201-216-0123).

"Every cake I do has to be better than the last," Jones says. "A cake with roses, I make them look as if the roses are breathing." Her talent comes from her mother, an exacting French pastry baker in her hometown of Gary, Indiana. And father, an artist and architect. But she never thought baking was her destiny. With a master's degree in fine art, Jones modeled for 10 years and composed music for commercials, TV and films. After creating a cake for a friend's child who was allergic to flour, word-of-mouth orders came in.

Her first "outrageous" cakes was eight-feet-by-four feet with six tiers. The potently rich Jamaican black cake at the top had a slave ship with chocolate slaves and licorice oars. It was created for the Schomburg Center for Research in Black Culture in Harlem. For the opening of Atlantis on Paradise Island, Bahamas, she made a four-tiered with a water-filled aquarium and real fish. Jones has also created edible corsages for one wedding, as wedding cakes for "One Life to Live" and "All My Children".



"I make the cake as dramatic as the clients let me," Jones says. Such artistry doesn't come

cheap: a cake that feeds 30 starts at \$200. But it's worth it, says Melvin Williams, a New York lawyer, who ordered a lilac cake with a music box inside since his mother collects them. "It was nothing short of fantastic," he says. "My mother didn't eat the cake right away. She said "It was too beautiful."

"I want people to cry with being overjoyed," Jones says. "I do everything to make their sweet dreams come true."

— *Ingrid Sturgis.*

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Let Them Eat Cake: The Cake Diva

The sweet success of cake diva
Charmaine Jones, and her secrets for a
great wedding cake.

From Kay Jewelers' 'Dolce Vita'
Magazine



WITH HER GORGEOUS looks and tall stature, it's no wonder that Charmaine Jones was a fashion model for more than a decade. But a cake diva? Actually, it's not such a stretch since Jones' mother, a French-pastry chef, taught her daughter to bake early on and because of Jones' superior artistic ability, as well as her master's degree in fine arts.

Jones came up with the idea of a cake-design business when she was planning her own wedding, in 1990 and saw a void in the market. "I wanted a purple-and-gold cake with grape-flavored filling inside, but everyone said they couldn't do it," says Jones. So she baked her own wedding cake and made it to match the brocade pattern of her bridesmaids' dresses but with an Afrocentric twist. She gradually eased her way into the business by baking cakes for family friends and business associates. Since she realized she couldn't be a model forever, she thought she could make a go of cakes full time, especially once she realized there was nothing ethnic and fresh in the cake market. "Everything is really on the Victoria-n edge," says Jones. "And there's nothing that has to do with Asian, African, Latino or Jamaican cultures."

Requests for Jones' cakes come from all over the country, as well as Jamaica and the Bahamas. For the recent opening of the Atlantis Resort on Paradise Island in the Bahamas, Jones created a cake that had live goldfish swimming in it. "It was just the wildest cake I ever did," says Jones. The cake was essentially a four-tier aquarium in a hexagon shape with the resort's signature swordfish on top. It was her biggest endeavor because she had to "waterproof" the cake but still be able to feed the fish. "It sure was a challenge," she admits.

And her cakes are as tasty as they are wild. The cakes are covered in fondant, a sweet, elastic icing that gives a very smooth appearance. Underneath, instead of marzipan, an overly sweet almond paste, she uses butter cream, a frosting that has a nice texture and can be blended with other flavors such as chocolate or mocha. Jones goes through this labor-intensive double-icing process because she believes a cake should taste as good as it looks. The producers and stars of ABC's soap opera *All My Children* must have thought her work was worth it, too, since she repeatedly gets asked back to the show. After creating a delectable cake for the wedding of the characters Noah and Julia, she was contracted to design another sumptuous creation for the Valentine's Day wedding of Marian and Stewart. To get the color just right for the fabulous pink-champagne cake, Jones had to blend fruit juices together. "It's all trial and error, but it's fun," says Jones.

Her recommendation to couples trying to choose their wedding cake:
 "Make any kind of statement you want to, because cakes are art."

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TimeOut New York Magazine, February 11-18, 1999 GET HITCHED IN STYLE!

In the February 11-18, 1999 issue of TimeOut New York Magazine, the CakeDiva was featured in an article titled 'Aisle Take Manhattan', a comprehensive wedding planner compiled by Tamar Schreiber. This guide is for anyone who wants to get hitched in style. Isn't That Special - Outrageous Cakes was also listed under the African-American category of the 'Eating-Out' section of the wedding guide.

For the suitably grand--and--modern--dessert, Charamine Jones owner of Isn't That's Special- Outrageous Cakes in Hoboken, will build majestic tiered cakes decorated with 24-karat edible gold, tropical sugar flowers and African and Egyptian symbols. Jones recently provided a dazzling cake for a scene in All My Children. "It was crazy pink," Jones says laughing.

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Charmaine Jones The Cake Diva of Outrageous Cakes

From Black Diaprosa Magazine May 1997

Interviewed by Michelle Phipps



In the African-American wedding planner by Harriette Cole, "Jumping The Broom: Wedding Workbook," there is an exquisitely created four-tiered wedding cake with African symbols and colors." This is the mother of all cakes," says Charmaine Jones, the proud creator. "It is the one that started it all. Many people want a cake like that, but they might change the pastel colors to colors of royalty, purple and gold, or African royalty, white and gold." She adds, "In each cake I create, I set the trend like the one in 'Jumping The Broom.'

Charmaine Jones is the owner of the six-year-old Hoboken, New Jersey company, Isn't That Special- Outrageous Cakes. The company is no bakery, it's a cake gallery, where Jones is the sculptor. The former model-music composer grew up in Gary, Indiana, the child of a French pastry chef and a painter-architect. Although she spent a great deal of time helping her mother, she was always in awe of her father's talents and spirit.

Even though Jones now has a successful cake business, her path was not always clearly defined. After she received her master of fine arts from Loyola in Chicago, she went to New York and modeled for 10 years. "I was basically running away from cake," she says. After modeling, she got into the music business. However, she felt that the male-dominated industry was stifling her creativity. Finally, she stopped running from cake and began to examine what the so-called top bakers in the industry were doing.



"I got depressed about the cakes out there. Bakers who were top in their field promised that they can do anything in a cake. So I asked for a grape cake - purple on the outside, grape on the inside. They would say, anything, but that,' so I said okay, I can do that," she reflects. She decided to combine her talents in art and baking. And "finally decided to get into cake because

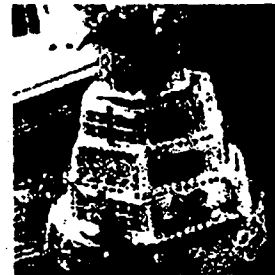
of what was being offered. I had a mission - to set the trends for Afro-centric cakes."

And that she has.



Since Jones' cake appeared in "Jumping The Broom," her wedding cakes have been seen on television weddings, including the day time soaps, "All My Children" and "One Life To Live." She also did the cake for television personality Geraldo Rivera's 50th birthday, for NBC's celebration of Jay Leno's first year on the air, a life-size bust of Michael Jackson made for People Magazine, and several unusual wedding, anniversary and birthday cakes for the general public. She believes that referrals make it easier for her to get business..

"I don't always have to go in proving myself, because I've already proven myself. I get referrals from people I've done cakes for before, who may want to reorder. We just do everything over the phone and they know it, s good." The creativity comes from a collaboration between Jones and each client. If the client has a themed-wedding, they would come up with an unusual design together Jones is very proud of some of the creations, many of which look extremely realistic. "Each cake is like a child being born," she laughs. So each one is different. When it comes to her specialty, the Afro-centric cakes, she can do edible African tapestry, symbols, edible gold, realistic kente cloth - all in icing. To Jones, creating the flowers are the most time-consuming. She and her staff of eight can spend an entire day creating sugar flowers, getting only a handful.



As a young African-American business, Jones states that it is necessary for her to "have my hand in everything," so Isn't That Special would not fall by. She proudly adds that, "The amount of money we've made so far, has doubled." This maybe because of her credo that a wedding cake should encompass all aspects of beauty - the visual impact as well as the taste. "Unfortunately many people think that you have to sacrifice one for the other. But after the cake is cut, the visual is gone and you have pictures to

immortalize it. But the cake must taste good. Otherwise, why do it?" she states pensively. As a means of passing on her expertise to the community, during the slower months in January and February, Jones and her staff will teach the art of cake making. With really good students, she will take the money earned from the classes and utilize it to pay the best student to help with the cakes during the busier months. Right now, she is putting together a book of cake recipes. Charmaine Jones wants to take her business onto the next plateau hope- fully becoming a household name, Cake Diva. She expects to give Betty Crocker real competition. Jones' cakes are extraordinary. They are sculptured works of art, which at times seem too beautiful to cut. But Jones prefers the flowers to be eaten and savored rather than thrown out. She has a God-given talent that will take her to other dimensions of cake design.

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From Sugarcraft Magazine, May/June, 1994
New York Show Cakes :Charmaine Jones



Charmaine was just inheriting the family business when she began creating cake sculptures in 1990. The daughter of a French pastry baker and an architect/artist father, she obtained a masters in Fine Arts, become a successful model find then quit to form **ISN'T SPECIAL:OUTRAGEOUS CAKES.**

Affectionately known as the "cake diva". she makes 5 wedding cakes per week ranging in price from \$150 - \$2,800. "I work in all mediums but I prefer sugar paste with a butter cream filling. I love to work with all techniques but like to experiment and create my own'. Her cakes are personalized to her client's taste and she uses dozens of different fillings such as chocolate and raspberry, champagne, vanilla with pineapple, banana-coconut and even lemonade and bubble gum flavoured kiddie cakes!

"There used to be a time when most cake decorators worked with butter cream. But nowadays especially in New York a variety of mediums are being used. A lot of imagination is becoming more prevalent. Stacked cakes and theme cakes have become all the rage".

Charmaine's style is eclectic and saturated with "visual decadence". She describes her cakes "as the moment when style and palate are equally satiated". She is also famous for her Afrocentric cakes featuring African ancestral themes. Her motto is "everyone deserves a great cake at least once in their life and I am here to fill that need".



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The Adventures of Cakediva

Help from a Clown



We were delivering the cake to Pennsylvania. Following the directions exactly how they were given, we were almost there but not quite...After 2 1/2 hours of driving I said to my partner that maybe we should stop and ask someone where this location is at...there was no one in sight...for miles!

The mood was tense! Nothing but fields of open space.... Out of nowhere appeared an image and the closer we got, the more colorful it became....what was it...oh my goodness...I couldn't believe my eyes....it was...a clown! I said, man oh man, no one is going to believe THIS!!!

He bent down and started giving us directions as we intently started taking notes...it was so hard to take him seriously with his huge red nose. He bent down further to reveal his tiny little hat on his big head... and I just had to fall out with laughter.

His friend was calling him to get going and I looked back to see his friend driving a teeny tiny car looking wilder than he did...We thanked him and followed his directions only to find they were not entirely complete...My assistant exclaimed "He gave us the wrong directions"! I said "What did you expect...He's a CLOWN!" Not to worry...we found it three blocks away!!!



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The Adventures of Cakediva

The Making of the "Total Cereal Box"



So you have decided to go with our company. But I don't understand why you've waited so long. It's her 125th birthday and she attributes to eating Total Cereal. Ok...but you want it in Warren, Ohio by Thursday...Today is Monday! Let me call you back in two hours and give you an update on our status! After hanging up the phone, I booked a flight to Detroit...

A bakery that I work with there was willing to bake this cake for me to come and decorate. I arrived Tuesday afternoon...and I could feel the clock ticking quite loudly...I knew this one was going to take a long time because it was direct decoration on the cake. This means that nothing could be done in advance. No one else had any idea that this was quite an undertaking. By the time I was at my first destination and got settled, everything was closed. I had all of Wednesday to do everything. Blood pumped as the knot in my stomach started growing more painful by the hour. I am a perfectionist, and I knew it takes time to be that. My beeper was going off, but it was adrenalin rush.

Getting to the bakery that morning, I quickly assessed that this cake is going to end up weighing about 200 pounds. Do you know how many colors the Total Cereal Box has? All the colors had to be made from scratch, but I knew it could be done. **CONCENTRATE, LOOK AT THE BOX, LOOK AT THE CAKE, LOOK AT THE BOX, LOOK AT THE CAKE...** and make this cake that box. Starting from the colors from the back of the box, everything was layered and stacked. The flakes in the silver spoon would look great if they were coming off the cake I thought. My beeper went off. They have changed the location of the cake delivery. It is to be delivered that night at a hotel in Toledo, Ohio, and then someone else would deliver it and drive it six hours to Warren. The pressure was on! I hope the person's car was big enough!

Finally at 11:00pm it was finished and delivered to Toledo for its jaunt to Warren. It was so beautiful that I didn't want to let it go. As I waved goodbye to the cake, I felt I had become one with this masterpiece and had given my all and then some. I must thank all the people that made what seemed like the impossible "possible".

Holly Sweets and Balloons.

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

CAKE DIVAS V. JONES

(Opp. No. 91177301)

OPPOSER'S NOTICE OF RELIANCE

EXHIBIT 2



(You may want to consult an Attorney for guidance and direction in these matters.)

CERTIFICATE OF TRADE NAME

JAVIER E. INCLÁN

CLERK OF HUDSON COUNTY

(PLEASE TYPE OR PRINT CLEARLY)

THE UNDERSIGNED HEREBY CERTIFIES THE FOLLOWING:

Trade Name: Cakediva
Business Address: 720 Monroe St Suite E 304
City/Town: Hoboken NJ Zip Code: 07030
Description of Business: Sugar Art Sculptures & custom
edibles & display cakes

OWNER'S INFORMATION

(DO NOT SIGN OR TAKE THE OATH UNTIL IN THE PRESENCE OF A NOTARY PUBLIC)

Owner #1 Name: Charmaine Jones
Residence: 1309 5th Ave #27F
City/State/Zip: New York, N.Y. 10029
Signature: [Signature]

Owner #2 Name: _____
Residence: _____
City/State/Zip: N/A
Signature: _____

Owner #3 Name: _____
Residence: _____
City/State/Zip: N/A
Signature: _____

TO BE COMPLETED ONLY IF ANY OF THE OWNER(S) LIVE OUT OF STATE:

We do hereby appoint the Clerk of Hudson County, in the State of New Jersey, and his/her successors in office, our attorney in fact, upon whom may be served all process affecting the aforesaid business and trade name Cakediva. And we do further agree that any process against the aforesaid Clerk of Hudson County be served, shall be of the same effect as if duly served upon the non-resident owner(s)/partner(s).

STATE OF NEW JERSEY

COUNTY OF HUDSON

The undersigned being duly sworn, say that all of the above person(s) named in the foregoing certificate swore before me that the statements contained therein are true, accurate and complete. Subscribed and sworn to before me this 18th day of JUNE, 2004

[Signature]
Notary Public

N.J.S.A. 56:1-1

ARACELIS FIGUEROA
NOTARY PUBLIC OF NEW JERSEY
I.D.#23114562

My Comm. Expires May 13, 2006

CD000121

TRADE # 33763

Processed By: FF

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PAID

ADDITIONAL OWNER'S INFORMATION

(DO NOT SIGN OR TAKE THE OATH UNTIL IN THE PRESENCE OF A NOTARY PUBLIC)

Owner #4 Name: _____

Residence: _____

City/State/Zip: _____

Signature: _____

Owner #5 Name: _____

Residence: _____

City/State/Zip: _____

Signature: _____

Owner #6 Name: _____

Residence: _____

City/State/Zip: _____

Signature: _____

CERTIFICATE OF SERVICE

I hereby certify that on April 24, 2009, I served the following document(s):

OPPOSER'S NOTICE OF RELIANCE,

upon counsel for Applicant named below:

Karin Segall
Foley & Lardner LLP
90 Park Avenue
New York, NY 10016
E-mail: ksegall@foley.com
Facsimile: (212) 687-2329

Jeffrey Kobulnick
Foley & Lardner LLP
555 South Flower Street, Suite 3500
Los Angeles, CA 90071
E-mail: jkobulnick@foley.com
Facsimile: (213) 486-0065

by placing a true and correct copy thereof in a sealed envelope, postage prepaid, in First Class U.S. mail, for collection and mailing with the United States Postal Service on the same date.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Executed on April 24, 2009, at Beverly Hills, California.



Konrad K. Gatien